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**COMMUNITY SUPPORT
DURING
HURRICANE OPAL**

PRESS RELEASES



Palmer Wireless, Inc.

12800 University Drive, Suite 500, Fort Myers, Florida 33907-5337
941-433-4350 FAX 941-432-5616

For Immediate Release:
October 4, 1995

Contact: Valerie Thompson,
Public Affairs and Communications Associate,
941-432-5631

PALMER WIRELESS INC. PREPARES CELLULAR ONE MARKETS FOR HURRICANE OPAL

Ft. Myers, Florida--Palmer Wireless, Inc., owner of 13 non-wireline cellular systems in Georgia, Alabama, and Florida, has loaned close to 300 phones to emergency personnel in those states to assist with disaster relief efforts associated with Hurricane Opal.

In addition, Palmer Wireless, Inc. which operates under the name Cellular One, is rerouting all customer service calls from its Customer Care Center in Montgomery, Alabama, to the corporate headquarters located in Ft. Myers, Florida.

"We will have customer service representatives working through the night to answer customer calls," said Customer Systems Manager Heather Bryant. Bryant adds that if any emergency calls are received they will be referred to the appropriate public safety agency in the specific cities.

Palmer's engineering department also put in place a contingency plan prior to Hurricane Opal's arrival to keep cellular service up and running and to restore service as soon as possible should it be affected.

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CELLULARONE
Service Provider

"We have portable cell sites and generators as well as a complete mobile telephone switching system being housed in Columbus, Georgia," said Jim Fredrickson, vice president of engineering. "These would be moved immediately to any of our markets," he added.

In addition, Fredrickson said Palmer's technical staff will be on call throughout the evening to handle any problems which may arise as a result of Hurricane Opal. "During past disasters, cellular service emerged as a life-saver and a life-line for our customers and emergency agencies," said Fredrickson. "Our goal is to do our best to eliminate any down town."

Employees in Palmer's Western Region--which consists of Cellular One stores in Columbus, Georgia; Albany, Georgia; Americus, Georgia; Dawson, Georgia; Montgomery, Alabama; Panama City, Florida; Dothan, Alabama; Auburn, Alabama; Eufaula, Alabama, and Alexander City, Alabama--were sent home at noon today so they could prepare for the storm. Once the damage has been assessed employees will be notified when they should return to work.

Palmer Wireless, Inc. serves a total estimated population of 2.6 million with over 152,000 subscribers. All of its cellular systems are marketed under the Cellular One brand name and are members of the North American Cellular Network.

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FOR IMMEDIATE RELEASE:

CELLULARONE

CONTACT: Patsy Ansley, Market Manager, 904-769-2763
Valerie Thompson, PR Associate, 941-432-5631 or 941-851-1270

529 West 23rd Street
Panama City, Florida 32405
(904) 769-2269
FAX (904) 769-2763

**CELLULAR ONE AND MCI TO PROVIDE FREE TELEPHONE CALLS FOR
PANAMA CITY RESIDENTS DURING THE HURRICANE OPAL CLEAN UP**

Cellular One of Panama City, owned by Palmer Wireless, Inc., and MCI will offer free cellular phone calls to residents who sustained damage from Hurricane Opal. In addition, Cellular One will charge cellular phone batteries for people who are unable to do so because of power outages.

"We just want to do our part to give back to the community during their time of need," said Patsy Ansley, market manager. "Starting tomorrow we will set aside ten phones for people to come in and make local or long distance cellular calls to relatives anywhere across the continental United States."

The Cellular One store in Panama City is located at 529 West 23rd Street and it will be open tomorrow 10 a.m. to 5 p.m. and Sunday noon til 5 p.m.

"Anyone who needs to exchange a dead cellular phone battery can do so this weekend," said Ansley. "We are also waiving the connection fee for anyone who would like to get a cellular phone."

Palmer Wireless, Inc., headquartered in Ft. Myers, Florida, operates 13 non-wireline cellular systems in the Southeastern United States serving a total estimated population of 2.6 million with over 152,000 subscribers. All of its cellular systems are marketed under the Cellular One brand name and are members of the North American Cellular Network.

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CELLULARONE®

529 West 23rd Street
Panama City, Florida 32405
(904) 769-2269
FAX (904) 769-2763

FOR IMMEDIATE RELEASE

October 9, 1995

CONTACT: Patsy Ansley, Market Manager, 769-2720 or 866-1137
Valerie Thompson, Public Affairs Associate, (941) 851-1270

**EDITORS NOTE: GREAT PHOTO AND VIDEO
OPPORTUNITY! ALSO GREAT LIVE SHOT!**

MEDIA ADVISORY

WHAT: About 1000 Florida National Guard troops working in the area will get the chance to make long distance calls to friends and relatives tomorrow courtesy of **Cellular One and MCI.**

WHEN: Tuesday, October 10, 1995
10 a.m. to 2 p.m.

WHERE: 3121 N. Lisenby Ave., The Florida National Guard Armory,
Next to Panama City Airport

WHY: Cellular One and MCI would like to give back to the Panama City community and to those helping out during this disaster.

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CELLULARONE[®]

529 West 23rd Street
Panama City, Florida 32405
(904) 769-2269
FAX (904) 769-2763

For Immediate Release:
October 10, 1995

Contact: Patsy Ansley, Market Manager, 904-769-2720 or 941-866-1137
Valerie Thompson, Public Affairs and Communications Associate, 941-851-1270

CELLULAR ONE OF PANAMA CITY AND MCI PROVIDE FREE LONG DISTANCE CALLS TO NATIONAL GUARD DURING HURRICANE OPAL AFTERMATH

Panama City, Florida-- About 100 members of the Army National Guard assisting with the Hurricane Opal relief efforts made free long distance calls to friends and relatives today courtesy of **Cellular One of Panama City**, owned by Palmer Wireless, Inc., and **MCI**.

Cellular One representatives set up five phones from 10 a.m. to 2 p.m. in front of the National Guard Armory in Panama City as guardsmen caught up on their sleep inside.

"It's our way of giving back to the community and to those who have come to help us recover from this awful disaster," said Patsy Ansley, the market manager for Cellular One of Panama City.

The National Guardsmen, deployed from throughout Florida, have been working as an extra set of eyes and ears looking for looters since Hurricane Opal devastated the area last week.

Guillermo Pacheco, of Orlando, said he didn't get the chance to go into details with his brother or sister before he left. "The only thing they knew was that I had to leave. They didn't know where I was going or why," Pacheco said. "Now they want to know when will I be back."

-more-

"I really appreciate Cellular One and MCI for giving me this opportunity," he added.

Some of the guardsmen even used the phones for personal business. "I had to call the bank, my school, and my job in addition to my loved ones," said Quince Brasson. "This really helped me out and I'll definitely remember it."

Cellular One of Panama City and **MCI** are also providing free local and long distance calls to residents who sustained damage from Hurricane Opal. In addition, Cellular One is re-charging cellular phone batteries for people still without power. They can stop into the store, located at 529 West 23rd Street, from 9 a.m. to 5 p.m. Monday through Friday; 10 a.m. to 5 p.m. Saturday; and noon to 5 p.m. Sunday.

Cellular One employees spent yesterday walking up and down the beach providing free local and long distance calls to residents who were hardest hit by Hurricane Opal. "We wanted to help those who have lost the most by taking the phones to them," Ansley said. According to Ansley, MCI is once again picking up the long distance charges.

Cellular One of Panama City has also donated close to 100 phones and airtime to emergency personnel assisting with the disaster relief efforts.

Palmer Wireless, Inc., headquartered in Ft. Myers, Florida, operates 13 non-wireline cellular systems in Georgia, Alabama, and Florida, serving a total estimated population of 2.6 million with over 152,000 subscribers. All of its cellular systems are marketed under the Cellular One brand name and are members of the North American Cellular Network.

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For Immediate Release:
October 25, 1995

Contact: Valerie Thompson, PR Associate,
941-432-5631

CELLULARONE®

**CELLULAR ONE/PALMER WIRELESS, INC. EMERGES
AS KEY PLAYER DURING HURRICANE OPAL**

Palmer Wireless, Inc., owner of cellular systems in Georgia, Alabama, and Florida, played a vital role in providing cellular communications for victims of Hurricane Opal as well as for emergency operations and service providers — before the storm hit and during the restoration and clean up efforts.

Palmer's Cellular One locations loaned about 350 phones and donated about \$4,000 of local airtime to emergency personnel like the American Red Cross, the Salvation Army, and law enforcement agencies. Cellular One of Panama City loaned over 100 phones to emergency personnel and to companies like Gulf Power to help restore badly needed services to residents.

"Without the help of Cellular One, we would not have been able to restore power as quickly as we did," said Vic Jones, a district manager for Gulf Power in Panama City.

Cellular One of Panama City also loaned phones and airtime to Bell South so the land-line phone service could be restored as quickly as possible. "It's great for competing companies to come together during a time like this," said C.A. Burch, an assistant manager with the Bell South Corporation in Panama City. "If Cellular One ever needs us to return the favor, I'll do my best to make it happen."

Burch said field supervisors used cellular phones to communicate with the local office and to coordinate where crews were to be sent.

Cellular One of Panama City teamed up with MCI to provide free local and long distance calls to residents who were hardest hit by Hurricane Opal. Cellular One

employees walked along Panama City Beach offering cellular phone service to people who were not only without power and phones but who were also without a home

Ann Theus and her husband just purchased their condo in May. They returned to find a large hole in their living room. "I couldn't believe my eyes," Theus said. "We were able to salvage some of the furniture but that's about it." Theus used the phone to call the insurance company and one of her relatives.

"It's real nice of Cellular One and MCI to help us out," Theus added.

"We wanted to help those who have lost the most by taking the phones to them," said Pasty Ansley, Cellular One market manager in Panama City.

In addition, victims of Hurricane Opal were urged to stop by the Cellular One store in Panama City to make local or long distance calls to friends and relatives. Cellular One of Panama City also re-charged cellular phone batteries for people who were without power and unable to do so.

About 1000 National Guard troops, working in Panama City as an extra set of eyes and ears, also had the opportunity to call friends or loved ones courtesy of Cellular One and MCI.

Guillermo Pacheco of Orlando said he didn't get the chance to go into details with his brother or sister before he left. "The only thing they knew was that I had to leave. They didn't know where I was going or why," Pacheco said. "I really appreciate Cellular One and MCI for giving me this opportunity," he added.

Cellular One employees in Panama City also came to the aid of the Federal

Hurricane Opal
Cellular One/Palmer Wireless
Page Three

Emergency Management Agency (FEMA) by programming close to 120 phones in just a few hours. The agency was in the process of setting up a facility so people who suffered damages could apply for government assistance.

Prior to Hurricane Opal's arrival, Palmer's emergency restoration team put in place a contingency plan. The plan included setting aside a complete mobile telephone switching system, portable cell sites and portable generators in case they were needed.

"Our plan helped us to incur minimal damage and to restore service to any of the affected areas as soon as possible," said Jim Fredrickson, V P. of Engineering.

Shortly after the storm, two cell sites on wheels or COWS were transported to Panama City, Florida to handle the additional calls being placed due to the increased use of wireless communications. Thirty-one new channels were also added to existing cell sites to eliminate any capacity issues.

Palmer Wireless, Inc. is headquartered in Ft. Myers, Florida and serves a total estimated population of 2.6 million with over 152,000 subscribers. All of its cellular systems are marketed under the Cellular One brand name and are members of the North American Cellular Network.

Other releases about Palmer Wireless, Inc. are available at no charge by calling 1-800-758-5804 ext. 101293 or at <http://www.prnewswire.com> on the internet.

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COMMUNITY SUPPORT DURING HURRICANE OPAL

ARTICLES

CARRIERS TO THE RESCUE

Palmer Wireless, Ft. Myers, FL, has come to the aid of hurricane victims. The carrier, which operates under the Cellular One name, loaned 300 phones to emergency personnel in Georgia, Alabama and Florida to assist with disaster relief ef-

forts. In addition, it rerouted all customer service calls from its Customer Care Center in Montgomery, AL, to the corporate headquarters in Ft. Myers. Customer service representatives worked through the night to answer calls referring emergency calls to the appropriate public safety agency in specific cities.

Luckily, Palmer Wireless's engineering department had a contingency plan in

place prior to Hurricane Opal's arrival. Portable cell sites and generators, as well as complete mobile telephone switching system housed in Columbus, GA, immediately would have been moved if needed in an emergency situation.

In addition, Cellular One of Panama City, FL, owned by Palmer Wireless, and MCI offered free cellular phone calls to residents who sustained damage from Hurricane Opal. Cellular One also recharged cellular phone batteries for people who were unable to because of power outages.

BellSouth Cellular also has done its part to help those who were in Hurricane Opal's path. The carrier provided hundreds of phones to emergency personnel and staged equipment and personnel in preparation for potential damage to its Mobile, AL, system. The company assembled towers, prepared portable cell sites and completed mobile telephone switching systems in order to continue service during the aftermath.

TELEPHONY

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**CELLULAR ONE PICKS UP AFTER
OPAL**—Cellular telecommunications
played a critical role in the clean-up
after Hurricane Opal. **Palmer Wire-**
less, which operates under the Cellu-

lar One brand name, loaned about
350 phones and donated about \$4000
worth of local air time to emergency
personnel. Cellular One of Panama
City, Fla., loaned more than 100
phones to emergency personnel and
utility companies, and loaned phones
and air time to **BellSouth** to help it re-
store landline service. Cellular One
also teamed with MCI to provide free
calling to residents.



PROGRAMMING PHONES – Debbie Branning, an account executive for Cellular One of Panama City, is shown programming phones for AllState adjusters who came to town after Hurricane Opal left. – Contributed photo.

Cellular One and MCI provide free calls for hurricane victims

Cellular One of Panama City, owned by Palmer Wireless, Inc., and MCI will offer free cellular phone calls to residents who sustained damage from Hurricane Opal if they stop by the Cellular One store in Panama City. In addition, Cellular One will re-charge cellular phone batteries for people who are unable to do so because of power outages.

"We just want to do our part to give back to the community during their time of need," said Patsy

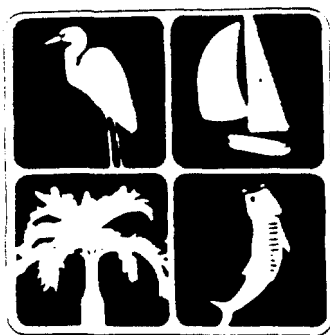
Ansley, market manager. "Starting (last) Sunday we will set aside 10 phones for people to come in and make cellular calls to relatives anywhere across the continental United States."

The Cellular One store in Panama City is located at 529 West 23rd Street and it was open Saturday and Sunday. The hours Monday through Friday are 9 a.m. to 6 p.m.

"Anyone who needs to exchange a dead cellular phone battery can do so," said Ansley.

"We are also waiving the connection fee for anyone who would like to get a new cellular phone."


Palmer Wireless, Inc., headquartered in Fort Myers, operates 13 non-wireline cellular systems in Florida, Alabama and Georgia, serving a total estimated population of 2.6 million with over 152,000 subscribers. All of its cellular systems are marketed under the Cellular One brand name and are members of the North American Cellular Network.



GREATER NETWORK NEWS

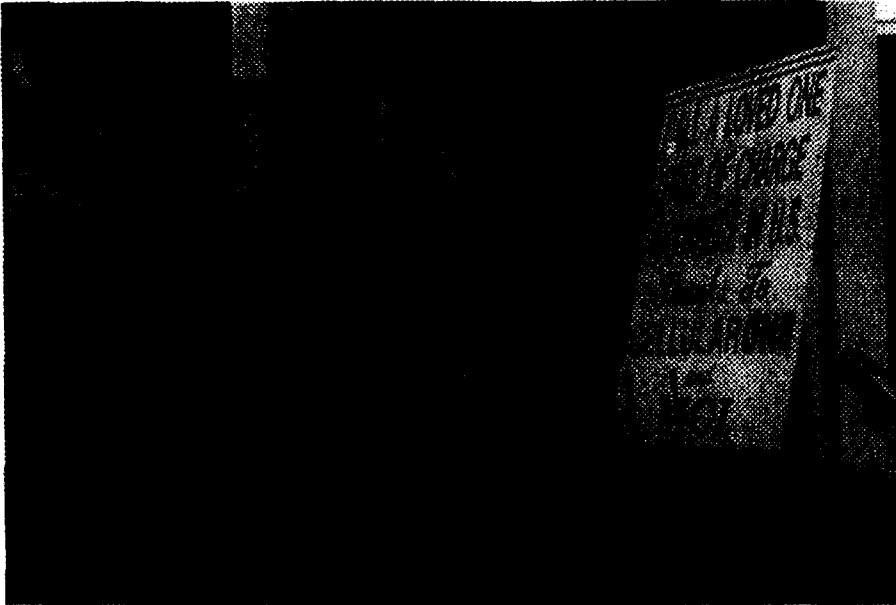
A REPORT TO THE MEMBERSHIP OF THE GREATER FORT MYERS CHAMBER OF COMMERCE

December 1995

 Cellular One and MCI came to the aid of the victims and the rescue workers of Hurricane Opal by providing cellular communications before the storm hit and during the restoration and clean-up efforts. Pictured here are members of the Florida Army National Guard calling family or friends while they were working in the Panama City area.



Members of the Florida Army National Guard called friends or loved ones courtesy of Cellular One and MCI while they were working in the Panama City, Florida area.



Members of the Florida Army National Guard called friends or loved ones courtesy of Palmer Wireless/Cellular One and MCI while they were working in the Panama City, Florida hurricane disaster area.

time, but natural disasters hit many communities frequently.

In June, flooding damaged many sections of Madison County, Va. Cellular One-Washington/Baltimore asked for and received special FCC approval to turn on a new cell site ahead of schedule, so the company could supplement communications for rescue teams and area residents.

The company also deployed a team to donate phones and free airtime to the Salvation Army, Madison County Rescue Squad, Madison County Sheriff's Office and a fire department in a neighboring county. Cellular One personnel visited area shelters and offered wireless phones to stranded residents who needed to advise friends and families of their safety.

When Hurricane Opal struck Florida earlier this year, Cellular One/Palmer Wireless played a vital role in providing communications for victims, emergency workers and

service providers alike. Palmer's Cellular One locations loaned about 350 phones and donated about \$4,000 of local airtime to such emergency organizations as the American Red Cross, the Salvation Army and law-enforcement agencies.

In the aftermath of the hurricane, Cellular One of Panama City loaned more than 100 wireless phones to companies like Gulf Power and BellSouth that were attempting to restore badly needed services to residents.

The wireless phones were essential in helping BellSouth field supervisors to dispatch the repair crews needed to restore landline telephone service. C.A. Burch, a BellSouth assistant manager in Panama City, said, "It's great for competing companies to come together during a time like this. If Cellular One ever needs us to return the favor, I'll do my best to make it happen."

Cellular One of Panama City also teamed up with MCI to provide free local and long-distance calls to residents who were hardest hit by Hurricane Opal. Shortly after the storm, Cellular One/Palmer Wireless transported two cell sites on wheels, or COWs, to Panama City to handle the



M. E. Beveridge, of Panama City Beach, uses a Palmer Wireless/Cellular One phone to call his granddaughter. Hurricane Opal completely destroyed their four bedroom home.

additional wireless communications traffic. The company also added 31 new channels to existing cell sites to prevent any capacity shortages.

As winter storms battered Washington State this fall, the AT&T Wireless Services' cellular network provided vital communications services to flood-damaged communities. Local calling by wireless customers in areas near rivers that overflowed was up from 28 percent to 91 percent, and cellular phone calls to 911 also increased.

AT&T employees also helped flood victims by volunteering during company time to work with the Seattle-King County American Red Cross to conduct damage assessment and shelter operations. AT&T employees in Whatcom County joined sandbagging crews in various locations. The company also loaned more than 200 cellular phones to the American Red Cross throughout Western Washington state for emergency communications and disaster operations.

In Fact, Wireless Is Everywhere It's Needed

The community-service needs that crop up throughout the year are high on the agendas of practically every wireless service provider and its employees. The following is a *Wireless Digest* round-up of activities by the many wireless companies that take very seriously their responsibilities as citizens of the communities.

American Red Cross "Adopt-a-Shelter Program" - AT&T Wireless Services of New York and New Jersey has recognized that its employees could help address a



Volunteers use AT&T Wireless Services' cellular network during flooding disaster recovery operations in Washington state. AT&T employees volunteered to conduct damage assessment and shelter operations, and the company loaned more than 200 cellular phones to the American Red Cross.

critical Red Cross problem—a declining number of volunteers to work in shelters during disasters. Therefore, the company devised a program with the Bergen County, NJ Crossroads Chapter of the American Red Cross, allowing its employees two working days each year to attend Red Cross training and two working days per year to volunteer for such duties. To date, more than 70 AT&T Wireless employees have attended Red Cross training and are ready to act should a disaster strike. **Muscular Dystrophy Association "Jail 'n' Bail"** - Cellular One Boston for the past two years has joined with the MDA in this community fund-raising program. Prominent community members and business people are "arrested" in the name of the MDA. Brought to a local restaurant or business office, these "jailbirds" use cellular phones donated by Cellular One to call

friends, co-workers and relatives for bail money—which goes to the MDA. Cellular One phones have been used in more than 50 "Jail 'n' Bails" thus far and have helped to raise more than \$250,000 for MDA. **Ronald McDonald Children's Charities** - For the third consecutive year, Cellular One-Chicago has teamed up with McDonald's owners throughout Chicago and Northwest Indiana to sponsor what has become a tremendously successful fund-raiser for RMCC. The promotional offer is a free wireless phone plus three months of free service in return for a \$25 donation to RMCC. Since its inception in 1993, the effort has raised more than \$2 million for RMCC. **Drunk Drivers: We've Got Your Number** - CELLULINK Cellular, serving Upper Michigan and Wisconsin, last month helped kick off a statewide Michigan program

CELLULAR BUSINESS

OVERLAND PARK, KS
MONTHLY 16,500

JANUARY 1996

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PALMER WIRELESS PLAYS KEY ROLE IN EMERGENCY ASSISTANCE

Palmer Wireless, Fort Myers, FL, has offered its assistance following the tremendous storms that have battered the East Coast recently.

When a tornado swept through Georgia, injuring 36 people and causing \$5 million to \$10 million in damages to 250 homes and businesses, Palmer's Cellular One of Albany responded by setting up an emergency calling center for people to contact friends and relatives. The carrier also provided loaner phones to disaster relief agencies.

In addition, Palmer's Cellular One locations loaned an estimated 350 phones and donated \$4,000 of local airtime to emergency personnel in the aftermath of Hurricane Opal.

THE NEWS HERALD

Panama City, FL.

Free Phone Calls

MCI and Cellular One will be providing free long-distance phone calls for all National Guardsmen who are stationed at the National Guard Armory at 3121 N. Lisenby Ave. The offer is good between the hours of 10 a.m. and 2 p.m. Additionally, MCI and Cellular One are offering free long-distance phone calls to anyone who needs to call friends or family. Those calls may be placed at Cellular One, 529 W. 23rd St., from 9 a.m. to 6 p.m.

NEWS HERALD

PANAMA CITY

Monday, October 9, 1995

HURRICANE OPAL AFTERMATH

Free phone calls

AT&T will offer a free calling center on State 79 near the Panama City Beach Police Department from noon to 6 p.m. Monday and 8 a.m. to 6 p.m. Tuesday.

Also, Cellular One and MCI is offering free cellular calls, including long-distance, at the store at 529 W. 23rd St. Ten phones are set up for people to use to call relatives anywhere in the United States. Also, they are recharging cellular phone batteries for free.

Cellular One calls

Cellular One is offering free cellular phone calls to residents who want to stop by the Panama City location at 529 W. 23rd St. Also, anyone needing to charge a cellular phone battery can do so for free.

Chief of Police
P. L. Sullivan

PANAMA CITY BEACH POLICE DEPARTMENT

17110 Firenzo Street
Panama City Beach, Florida 32413-2128

Patrol 233-5000

Investigation
Administration
233-5010

January 26, 1996

Mr. Jim Fredrickson
V.P. of Engineering
Palmer Wireless, Inc./Cellular One
12800 University Dr. Suite 500
Ft. Myers, Fla. 33912

Mr. Fredrickson,

The Panama City Beach Police Department has been using Cellular One for part of its communications system; we are presently using twenty phones.

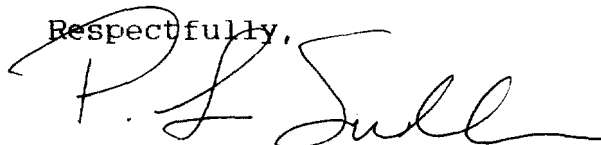
During Hurricane Opal, the availability of this communications capability was imperative for the successful operation of our department's mission.

While the singular issue of the storm is a high profile focal point, it only compliments the significance of day to day cellular phone operations for my department. The ability to have communication that cannot be monitored, the ability to provide support for crime and accident victims and the ability to complete administrative matters without returning to the station or finding a public phone is paramount to the successful operation of this department.

It is significant to mention that the department receives a growing amount of information and calls for assistance through cellular phone users. My jurisdiction provides police services to approximately three and a half million visitors a year. A great number of them are cellular phone customers. For the purpose of my department's ability to carry out its mission of crime prevention, apprehension of criminals and the service of the public, I would encourage any consideration for the enhancement of the system that we are operating on. To suggest that this issue is important to us would most probably be an understatement.

Thank you in advance for your time.

Respectfully,



P. L. Sullivan
Chief of Police

PLS:cm

"To Protect and Serve"



**Federal Emergency Management Agency
Panama City Disaster Field Office
Region IV
7157 West Highway 98
Panama City, Florida 32407**

February 7, 1996

Mr. Jim Fredrickson
V.P. of Engineering
Palmer Wireless, Inc./Cellular One
12800 University Dr. Suite 500
Ft. Myers, Florida 33912

Dear Mr. Fredrickson:

We would like to thank you for the cellular communication support during the disaster relief set up and operation in Panama City area as a result of Hurricane Opal.

As you know, the access to cell site area coverage is extremely important during the initial phase of any disaster. Without communication, FEMA would be unable to assist states in their effort to provide for the health and safety of their citizens.

I support your endeavor in obtaining more cell sites within the Florida Panhandle.

Sincerely,

A handwritten signature in black ink, reading "James E. Greene". The signature is written in a cursive style with a large, stylized "J" and "G".

James E. Greene, Logistics Chief
FEMA-1069-DR-FL